



46TH Sundre Pro Rodeo 1979-2026 JUNE 18-21

*"GO WILD!
GO WEST!"*



SPONSORSHIP PACKAGE



Sundre Rodeo and Race Association
Box 1218, Sundre, AB T0M 1X0
Rodeo Office: 403-638-3055
www.sundrerodeo.com
info@sundrerodeo.com

TO OUR SPONSORS, SUPPORTERS, AND FANS

On behalf of the Sundre Pro Rodeo Team—our Board of Directors, Committee Members, and dedicated Volunteers—we're excited to invite you to be part of our 2026 season. Each year, bringing this event to life in Sundre fills us with pride, and watching it grow means even more.

To our past and present sponsors, thank you for standing with the Sundre Pro Rodeo. Your support drives us to raise the bar every year.

This past year was a highlight for our community, marked by incredible generosity from long-time partners and exciting new relationships. Your continued support helps us improve and fuels the event's success. The introduction of the new grandstand, completed just hours before the 2025 rodeo, was a testament to the benefaction our community displays.

Please review our Sponsorship Package and consider supporting one of Canada's fastest-growing rodeos for 2026. Together, we'll keep building something extraordinary.

Thank you for your time and consideration.

Warm regards,

Shane Crouch
President
403-844-6850
crouchies@telus.net

Alisa Brace-Hays
Director of Sponsorship
403-586-2148
alisabrace13@gmail.com



Pro Tour Sponsorship

The Pro Tour contains all major CPRA rodeos, which are defined as rodeos offering a prize payout of \$9,000 or more per event. In 2025, the Pro Tour featured 16 rodeos, including the Pro Tour Finals held in Armstrong, BC.

All Pro Tour rodeos are broadcast live on thecowboychannel.com. This exposure ensures that sponsors of the Tour gain significant visibility before, during, and after each rodeo.

- Announcer mentions
- Advertising on the Sundre Pro Rodeo website and social media platforms
- Flags or banners displayed throughout the rodeo grounds
- Official presenting sponsor during the rodeo performance





SOCIAL MEDIA AND SPONSORSHIP

SundreRodeo.com

22, 328 visitor views in 2025

Sundre Pro Rodeo on FACEBOOK

6 thousand followers

4.9 thousand likes

Sundre Pro Rodeo on Instagram

2,684 followers

Cowboy Channel +

live streaming of
the Sundre Pro Rodeo



Sundre Pro Rodeo by the Numbers



- **\$2,000,000.00** Injected into the local community during the weekend due to the rodeo according to the Town of Sundre Department of Economic Development.
- An average of 12,000 fans attend the Sundre Pro Rodeo yearly
- 150 Volunteers for the 2025 Sundre Pro Rodeo
- \$12,000+ Donated by the Sundre Pro Rodeo and Race Association to various individuals and organizations in 2025.
- 135 is the number of sponsors for the 2025 Sundre Pro Rodeo!
- \$193,665.04 Prize money pay out at the Sundre Pro Rodeo in 2025 being the 5th HIGHEST PAYOUT IN CANADA!
- 50+ Committee Members for the 2025/2026 Rodeo Season.



Bronze \$500-\$1499

- 4 General Passes to a rodeo performance
- Sponsorship BBQ
- Logo of your business on the Sundre Pro Rodeo website
- Promotion in the rodeo day sheets
- Your business name displayed on the video board during each rodeo performance

Silver \$1500-\$2999

- 2 VIP passes to each rodeo performance in infield seating
- Sponsorship BBQ
- Logo of your business on the Sundre Pro Rodeo website
- Promotion in the rodeo day sheets
- Your business name displayed on the video board during each rodeo performance
- Your business logo displayed along the infield fence (sign to be provided by the Sponsor)

Gold \$3000-\$4999

- 4 VIP passes to each rodeo performance in infield seating
- Sponsorship BBQ
- Logo of your business on the Sundre Pro Rodeo website
- Promotion in the rodeo day sheets
- Your business name displayed on the scoreboard during each rodeo performance
- Your business logo displayed along the infield fence (sign to be provided by the Sponsor)
- Promotion of flags for event sponsored in all rodeo performances - (flag provided by Sponsor)
- Picture of presentation to the event winner

Platinum \$5000 - \$5999

- 4 VIP passes to each rodeo performance in infield seating
- 2 passes to to the Saturday night Cabaret
- Sponsorship BBQ
- Logo of your business on the Sundre Pro Rodeo website
- Promotion in the rodeo day sheets
- Your business name displayed on the scoreboard during each rodeo performance.
- Your business logo is displayed along the infield fence - (sign provided by Sponsor)
- Promotion on flags in the grand entry, parade and "Go Wild! Go West!" riders in all performances - (flag provided by Sponsor)

Titanium \$6000 +

- 4 VIP passes to each rodeo performance in infield seating
- 4 passes to to the Saturday night Cabaret
- Sponsorship BBQ
- Logo of your business on the Sundre Pro Rodeo website
- Promotion in the rodeo day sheets
- Your business name displayed on the scoreboard during each rodeo performance.
- Your business logo is displayed along the inside new VIP Grandstand
- Promotion on flags in the grand entry, parade and "Go Wild! Go West!" riders in all performances - (flag provided by Sponsor)



Video Board: \$4000

New to us in 2018 was the addition of a high-definition LED 20' x 12' video replay board. Throughout each performance, the video replay runs and allows live action, replays, highlights, leader board and more. Further to this, the video production team provides features such as interviews with the contestants and some interactive fun with the crowd.

Gold Sponsor

Video Board Title Sponsor \$4000

Sponsors name and logo will appear on the video board before and following the Bronze video sponsorship opportunities; at all rodeo performances with recognition from the announcer.

Bronze Sponsor

Replay Sponsor \$1000

Event Highlight Sponsor \$1000

Leader Board Sponsor \$1000

Kiss Cam Sponsor \$1000

Clock Sponsor \$1000

Chute Cam Sponsor \$1000

Chute Gates 1-8 & "Out Gate": \$3000 (Gold Sponsor)

We have 8 bucking chute gates, and one in/out gate for sale. Chutes are visible from all grandstands and on-grounds beer gardens, capturing attention during our major rough stock events; bareback, saddle bronc and bull riding. Chutes are also used for the novice bareback, novice saddle bronc, junior steer riding and other added events for all four rodeo performances. Stock from all events leave the arena through our "out gate".

Chute 9: \$4000 (Gold Sponsor)

Chute 9 is located at the "timed event" end of our arena. This chute is the centre of all attention while tie-down, breakaway, steer wrestling and team roping competitors take their stock from this chute in all four rodeo performances.

*Chutes are always referred to by the sign they bear throughout the rodeo, ensuring your business gets lots of air time from our announcers. This type of promotion has proven to be very successful and thus are highly sought after.

Chute Gate Sponsors are on a contract basis.



VIP GRANDSTAND

TITLE SPONSOR

BE THE FIRST TO BECOME ONE OF OUR **5** TITLE SPONSORS AND HAVE YOUR BUSINESS LOGO HERE!!!



CONTACT SHANE TO SECURE YOUR
EXCLUSIVE PLACEMENT ON THE VIP
GRANDSTAND.

403-844-6850



Sponsorship Opportunities

Partner with us to elevate your brand through premium visibility, refined hospitality, and meaningful community impact.

Benefits	Bronze \$500-\$1,499	Silver \$1,500-\$2,999	Gold \$3,000-\$4,999	Platinum \$5,000-\$5,999	Titanium \$6,000+
General Admission Passes	4	✓	✓	✓	✓
VIP Passes	—	2 / perf.	4 / perf.	4 / perf.	4 / perf.
Cabaret Tickets	—	—	—	2	4
Sponsors' BBQ Invitation	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓
Day Sheet Promotion	✓	✓	✓	✓	✓
Business on Video Board	✓	✓	✓	✓	✓
Logo in Infield	—	✓	✓	✓	✓
Sponsor Flag – Drill Team	—	—	✓	✓	✓
Presentation Photograph	—	—	✓	—	—
Grand Entry Flag	—	—	—	✓	✓
Parade Flag	—	—	—	✓	✓
VIP Grandstand Advertising	—	—	—	—	✓

Platinum – Elevated recognition, premium guest access, and high-visibility placement.

Titanium – Elite partnership offering maximum exposure, VIP hospitality, and exclusive advertising.



Sponsors Flag and Sign Specifications

Sponsor flags are an integral part of the ceremonial presentation, carried on horseback into the rodeo arena by the renowned “Go Wild! Go West!” Drill Team. To ensure a polished and seamless presentation, the following specifications are recommended.

Flag Size - 36 in × 60 in

Flag Style - Single-reverse flag / Double-sided flag

Finishing Options - Grommets, 2-inch sleeve with closed top (strongly recommended)

For arena presentation, flags are slipped over 1½-inch wooden dowel rods and securely fastened to prevent movement during the ceremony. The 2-inch closed-top sleeve provides the most refined appearance and ensures stability while in motion.

Material & Print Considerations

- Double-sided flags offer the highest level of visibility and impact. Crafted from heavier nylon, each side is individually printed and expertly stitched together, delivering a premium finish and full brand legibility from all angles.
- Single-reverse flags are a more economical option; however, logos and lettering will appear mirrored on the reverse side of the flag.

Flag production companies will request these specifications when placing an order. To facilitate an efficient proofing process, sponsors are encouraged to provide their company logo in PDF or vector format, allowing for expedited design approval.



Chute Gate Signs

Standard Sign Size: 24 Inches X 72" Inches

These sponsor signs are also made out of corrugated plastic due to their weatherproof nature and durability. The chute Gate signs have a specific size and are produced to slide into the sign frame built into the front of the chute gate. A chute gate sign does not require brass gromets as the sign simply slides right into the gate frame. Before you order, plan to have your company logo ready in a PDF or vector format that can be forwarded electronically when requested.



Infield Sponsor Sign

Standard Sign Size: 24 Inches X 72 Inches

The infield sponsor signs are typically made of corrugated plastic for their weatherproofness and durability. This is our standard size, as the sponsor's signs fit on the infield panels and are exactly between two rails on each panel. Eight brass grommets are recommended for each sign, with four across the top and four along the bottom. These grommets allow the signs to be fastened easily to the rails with zip ties and will ensure your sponsor signs last much longer than those without grommets. Before you order, have your company logo ready as a PDF or vector file, and be prepared to send it electronically upon request.





The Team provides steady support to rodeo athletes, offering pre-event treatment, on-site injury care, crisis assistance, and follow-up to keep competitors healthy and prepared. Their work helps athletes understand how to care for their bodies, leading to fewer turn-outs and more athletes staying active in the sport. In 2023 alone, the Team covered 221 performances across Canada, including major CPRA events, Professional Bull Riders events, and the Calgary Stampede Rodeo and Chuckwagons.

With over 60 trained practitioners in athletic therapy, chiropractic care, and massage therapy, the Team delivers hands-on support to athletes. The CPRSMT is also backed by a trusted group of physicians, sport medicine specialists, and orthopaedic surgeons who provide continued care after injuries.

Prioritizing Safety for Every Competitor

At the Sundre Pro Rodeo, the well-being of every athlete and animal guides each choice we make. A dedicated Sport Medicine team stays close to the arena, offering care, evaluation, and treatment throughout the event.

Their steady support helps athletes stay strong, avoid injuries, and bounce back quickly when needed. Their presence adds confidence from the first ride to the final run.

Our on-site veterinary team also watches over the animal athletes, ensuring they are healthy, comfortable, and ready to perform.

This commitment to care creates a safe, respectful, and memorable rodeo for all.



Sponsorship Appreciation BBQ

Hello everyone,

Due to the completion of the grandstand, we unfortunately missed our 2025 BBQ. We're happy to invite our wonderful sponsors to a meet-and-greet on May 30th, 2026. Your support has helped us grow, and this gathering is our chance to show our thanks and share an enjoyable afternoon together. Come to the rodeo grounds at 1:00 pm for a BBQ and a mix of drinks suited for all ages. Families are encouraged to join, so bring the kids along for some fun.

To help us prepare, please RSVP by May 15th. This will allow us to plan sufficient food and drinks for all attendees.

RSVP by emailing info@sundrerodeo.com.

We look forward to seeing you on May 30th!

Warm regards,

Shane Crouch
403-844-6850
President

Alisa Brace-Hays
403-586-2148
Sponsorship Director



2026 Sponsorship Agreement

This agreement concerns the sponsorship status of _____. It guarantees that all related benefits will be offered to the sponsor. In exchange for these benefits, the sponsor agrees to make payments to the Sundre Pro Rodeo Association.

\$_____ (cash/cheque) or \$_____ (in-kind).

More details about this sponsorship include:

Sponsor:_____ Contact Person:_____

Address:_____

Phone:_____ Email:_____

Requested Level of Sponsorship

Please **X**

- Bronze \$500-\$1499
- Silver \$1500-\$2999
- Gold \$3000-\$4999
- Platinum \$5000-\$5999
- Titanium \$6000 +

Kindly ensure that all sponsorships are confirmed by June 1st to secure appropriate promotion for your sponsorship.

Sponsor_____ Contact Person Signature_____

Date_____



YEE HAW... IT'S RODEO SEASON!



Advertising Deadline:
Apr. 16, 2026
5000 copies printed

The Sundre Pro Rodeo committee has once again teamed up with The Albertan to bring you a full colour, glossy rodeo magazine to be published a few weeks prior to the **46TH annual Sundre Pro Rodeo**, June 18 - 21, 2026. This magazine will be used at the 2026 rodeo as a program, and it will also serve as a promotional publication in the weeks leading up to our **46th anniversary celebration**, June 18 - 21, 2026.

To advertise contact one of these representatives

Shelley Snyder

403-335-3324 • ssnyder@greatwest.ca

Scott Smith

403.830.0659